





Docket No. 38188-382

#10/B  
ME  
5-21-02

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of

Alan K. GORENSTEIN

Serial No.: 09/766,636

Filed: January 23, 2001

For: SYSTEM AND METHOD FOR COMPOSITE CUSTOMER SEGMENTATION

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Group Art Unit: 2162

Examiner: K.H. Le

**RECEIVED**

MAY 15 2002

Technology Center 2100

**AMENDMENT**

Commissioner for Patents  
Washington, DC 20231

Sir:

In response to the Office Action date February 26, 2002 please consider the following amendments and remarks.

**IN THE CLAIMS:**

Please amend claims 2 and 19 as follows:

2. (Amended) The method according to claim 1, further comprising the step of:

generating a second composite score, different than the first composite score, for  
each population member, wherein the second composite score indicates  
variance among the population; said each second composite score based  
on that population member's scores for each strategy.